

PEI Potatoes

www.peipotato.org

90 Hillstrom Avenue, West Royalty Business Park, Charlottetown PEI, C1E 2C6

Mark Phillips – mark@peipotato.org – 902 892-6551

Social Media Management

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Introduction

PEI Potatoes, a farmer run producer organization, is in need of an individual or organization to assist with the management of our social media accounts. We are accepting proposals in response to this request for proposal (RFP).

Industry Profile

PEI Potatoes have been grown since the 1700s, and are an important part of the culture and fabric of PEI. There are over 180 potato growers on PEI, with 96% of them being family farms. Our Growers are extremely close to the soil – most have grown up on the land they continue to farm. In fact, many Island families are connected in some way to the farm, either through direct employment or through their family and friends. The pride the PEI growers take in producing our Island's most plentiful crop stems from hard work and generations of experience that ensures their success.

Potatoes are the primary crop on the Island and PEI continues to be one of the largest potato-producing provinces in Canada, growing approximately ¼ of the potatoes in the country. A 2020 economic impact study found that the industry is worth over a billion dollars to the Island economy each year.

PEI Potatoes are grown for three specific markets – table, processing, and seed potatoes.

Approximately 60% are used as processing potatoes, 30% for the fresh market through retail or food service, and 10% are used as seed for the next crop. We ship to over 20 countries in the world, including the United States, Costa Rica, Trinidad, and Thailand.

The PEI Potato Board is made up of 12 directors elected by their peers to serve a three-year term. The Board operates several committees to deal in detail with specific areas of the industry.

Of the many tasks of our organization, the promotion of fresh PEI potatoes is one of our main objectives. Through retailer relations, promotion, social media, marketing and events we hope to help our growers and dealers be top of mind with consumers. Locally we try to focus on our place as an integral part of the Island fabric and educate people within the province on the measures we are taking to grow more efficiently, safely, and innovatively. The local market is important to us, but small in volume in comparison to our main fresh potato markets. In-market promotions focus on the diversity, nutrition, uniqueness, and versatility of PEI potatoes. As well as the product, our promotion is tied specifically to place.

Our target market is broad, since virtually everyone eats potatoes! Our principal grocery shoppers are middle aged consumers and are generally female. Our main markets from a marketing standpoint are Canada (Ontario and Eastern Canada) and the Northeast US.



Prince Edward Island Potatoes has a successful and storied history, however over the past number of years the market dynamics, consumers and consumption habits have greatly changed. It is imperative that we respond to help the industry defend its share and position, and solidify a lasting connection with consumers to ensure a thriving future.

Social media Platforms

Our current social media marketing initiatives are as follows:

- <https://www.facebook.com/PEIPotatoes> /PEIPotatoes
23,783 likes
- <https://twitter.com/PEIPotatoes> @PEIPotatoes
8240 followers
- https://www.instagram.com/pei_potatoes/ @pei_potatoes
4540 followers
- <https://www.youtube.com/channel/UCGYJDFKYZ6m75cklBOy9ZPQ> /PEIPotatoes
7593 Subscribers
- https://www.tiktok.com/@pei_potatoes @pei_potatoes
Just created, no followers yet.

Our Facebook page was created in 2011 and was our first foray into social media. Through content, contests and promotions, we've built up our following to just under 24,000 people. We use our platform to share recipes, videos, relevant consumer information, nutritional information and more. We try to focus on inspiring our followers to use potatoes more in their diet, showcase the beautiful place where they are grown, and the farmers and farm families who grow them. Facebook still hosts our largest engagement and at this point is our most effective tool of our social media platforms. We would like to look at new ways for Facebook engagement, from a content standpoint.

We joined Twitter in 2011. Initially, it was a good way to connect with consumers and we built up a following of over 8,000. We have a lot of interaction amongst industry peers, however our Twitter growth has plateaued. Our consumers prefer to interact through other Social media platforms, and thus, we have dedicated less of our overall social media hours to Twitter in the last number of years.

We joined Instagram in 2016. We currently have over 4,500 followers. We use the account to publish food pictures, scenic potato related shots, and amusing posts related to potatoes. The response to our posts has been favourable, however, we believe there is a lot more growth possible on this channel. We would also like to find some creative ways to use Instagram features like Instagram stories and reels more effectively to stay relevant.

Our Youtube page has been active since 2011. We have over 7,500 subscribers. We use our page to share the commercials we've produced in recent media buys as well as informative vignettes and industry information. Our posting is infrequent on this platform. There may be opportunity to use this platform more in the future.

We created a Tiktok page this year, but we have yet to post. When Tiktok was first formed, we did not see a place for our brand. As its popularity has grown, there is a lot of food-related content. We feel there is now a place for us on this platform, though we are not sure exactly what our strategy will be yet. We are open to suggestions on how to develop our presence on this platform.



Project purpose and description

The purpose of this project is to refresh and revitalize our social media channels. While we have a strong social media presence, we feel there is still a lot of room to grow and there is potential to get more engagement with consumers on our social media channels.

This project requires the selected party to post, monitor, and help manage our social media pages on an ongoing basis. This would include developing content, scheduling posts, assistance in interacting with followers, assisting with contests and promotions, monitoring analytics and helping implement the newest social media trends into our social media strategy. We are active on social media on a daily basis, and we are looking for a partner to help us maintain that interaction. Our goals are to continue to build brand awareness, gain new social media followers, and stay on top of the newest social media trends to fully utilize these platforms.

The selected client would understand our brand voice, and be able to create new and unique content that fits within our brand.

Primary objectives:

- Build upon our brand awareness and further position PEI Potatoes as a recognized and sought-after brand.
- Increase the consumption of fresh PEI Potatoes.
- Build up more followers and engagement for our social media channels with measurable performance objectives.

Challenges

The challenges we've faced while trying to achieve our goals are as follows:

- We promote not only the use of potatoes, but also drive our followers to seek out PEI Potatoes specifically.
- Developing fresh, unique content.
- Health misperceptions surrounding potatoes.
- People are using more "convenient" alternatives to potatoes.
- Misconceptions that potatoes are boring.
- Local special interest groups often are disruptive to our social media channels. There is often misinformation spread on social media, and we have to do our best to properly deal with these situations.
- Successfully navigate the different needs of our local and off-Island markets.

Creative Considerations

We have developed through the years a database of high quality images to use as promotional tools on our social media pages. We've developed multiple promotional and educational videos to help with the promotion of PEI Potatoes. With these videos we also have a library of b-roll footage from the promotional shoots, which is available for social media posts. We're currently in the process of developing virtual reality videos to send to retailers and consumers who are not able to visit throughout COVID-19.



We have used promotional contests and campaigns over the years to help build our consumer database. These have been especially effective on Facebook. We have done locally based promotions with small gifts and gift cards, as well as large-scale promotions involving retailers which feature much larger prizes. We currently just completed a contest to win a trip for two to PEI to attend Fall Flavours (when travel is allowed.)

These campaigns have also built up a significant email database of over 45,000 emails that we send a bi-monthly newsletter to.

We traditionally do micro-campaigns throughout the year. We normally do a campaign leading up to Christmas. The past two years this has included the “Farm Favourites” campaign which has involved selecting PEI Potatoes social media highlights throughout the season and sharing them leading up to Christmas. We’ve also used February to highlight potato consumption through “Potato Lover’s Month.” This involves having themed weeks promoting different aspects of potatoes including nutrition, diversity, etc. We usually generate interest in these campaigns through contests and prizes.

In order to reach customers who are looking for our products in market, we also do targeted “Where to Buy” posts which allow consumers in that geographic region to see when PEI Potatoes are on sale in their particular area.

We have a mascot, Tate. While he hasn’t been able to attend as many events as we would like as of late, he is a hit on social media and is a great promotional tool available for use.

Key questions

Please explain how your proposal will help us achieve our goals and address our challenges. We would like a fresh spin on our current efforts that addresses our objectives and challenges outlined above.

Proposal guidelines

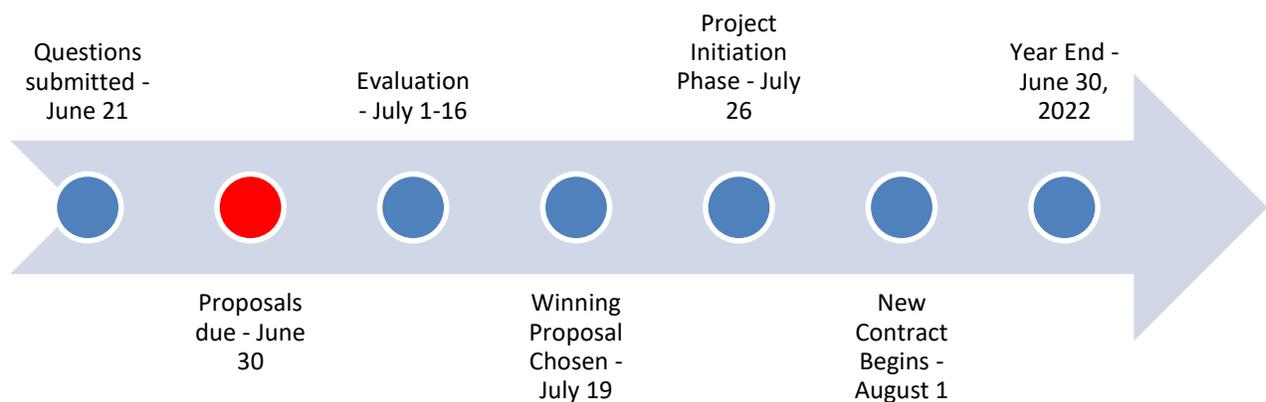
In order to be considered as Social Media Manager, all bidding vendors must:

- Display (with examples) a thorough understanding of effective social media marketing experience in social media marketing.
- Provide a list of all personnel who will be working on the project—include resumes for each individual.
- Provide a weekly hour summary required to carry out our functions.
- Provide a 52-week cost (breaking down costs weekly or monthly).
- Demonstrate how you plan to help improve our engagement and reach (measurable targets would be considered an asset).
- Submit the application no later than June 30th, 2021.

Project timelines

- Questions submitted until – June 21st
- Proposals due – June 30th
- Evaluation – July 1-16th
- Winning proposal chosen – July 19th
- Project initiation phase July 26th
- New Contract begins August 1st





Project Proposal evaluation

PEI Potatoes evaluate all valid proposals and select the proposal most attractive and offers the best value to the Potato Board, and which, in the sole discretion of the Board, is deemed to be in the best interest for the Board. The Board is not bound to award the lowest priced offer. We will rate each application based on the following factors:

- Relevant training/work experience
- Samples of past work. Examples of work for past clients, examples of engagement and any insights that can demonstrate the success of your social media work.
- Cost vs. value: Bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work
- How well does the proposal address our primary objectives? Outlining goals with measurable targets will be considered an asset.

